

Letter to Airmen:

Every Airman a Communicator

Because of our Airmen, the United States Air Force is the best air and space force in the world and we're gaining leadership in cyberspace. Yet many citizens do not fully realize what you do and the sacrifices you make every day. Because you do your job so well, most Americans simply don't think about the Air Force's contribution to the Global War on Terror - to include the efforts of those of you serving on the ground in Iraq and Afghanistan.

To get this message out, we've embarked on an enhanced Strategic Communication program. Our Strategic Communication efforts will build better relationships with key audiences and the support that is critical to operational success, force modernization, and the development of our most precious resource: Airmen.

Our major enhancement is you. The success of this effort will rely on making every Airman an ambassador for our Air Force, at home and abroad. Your stories resonate the most with local newspapers, schools, and rotary clubs. The American public looks up to you as a model of integrity, and by sharing your experiences you are the best spokesmen for our Air Force.

This responsibility means that Airmen must understand air, space and cyberspace power and how the Air Force contributes to the Nation's defense. To assist you, we're distributing "The Air Force Story," which will provide you with information to discuss with family, friends and the public.

Those Airmen who have deployed should have an "Airman's Card," available from your commander or Public Affairs office. This card will help guide your communication efforts. It reminds you that when telling your story, "You represent the Air Force, its values and its image. Be honest, candid, and stay within your area of expertise."

The new Air Force advertising campaign, "Do Something Amazing," harnesses the power of your individual story. These television and Internet videos feature our outstanding Airmen describing the contributions they make every day to our nation's defense. One person's story carries the hopes and dreams of a new generation of Airmen and confirms the public's belief that we serve on their behalf.

I encourage you to show your pride and share both your personal story and the Air Force story with others. Your active involvement in this communications strategy will help the public better understand their Air Force and the contribution we make to the Nation's security every day.

You are the finest Airmen the world has ever seen. Be proud of yourself, your Air Force, and your heritage. Our Air Force is counting on you to communicate your story like no one else can.

Michael W. Wynne
Secretary of the Air Force

